



REVBOOST

ANALYTICS REPORT

By Chloe, Bob, Dae Hwan (Brad), Rakesh, Sixuan



CONTENT

01

About Us

02

Introduction

03

Problem
Statement

04

Methods

05

Key Findings

06

Recommendation

ABOUT US



Our company stands out as a key player in travel industry, acting as a third-party maintenance and **analytics firm, RevBoost**, specializing in Airbnb properties.

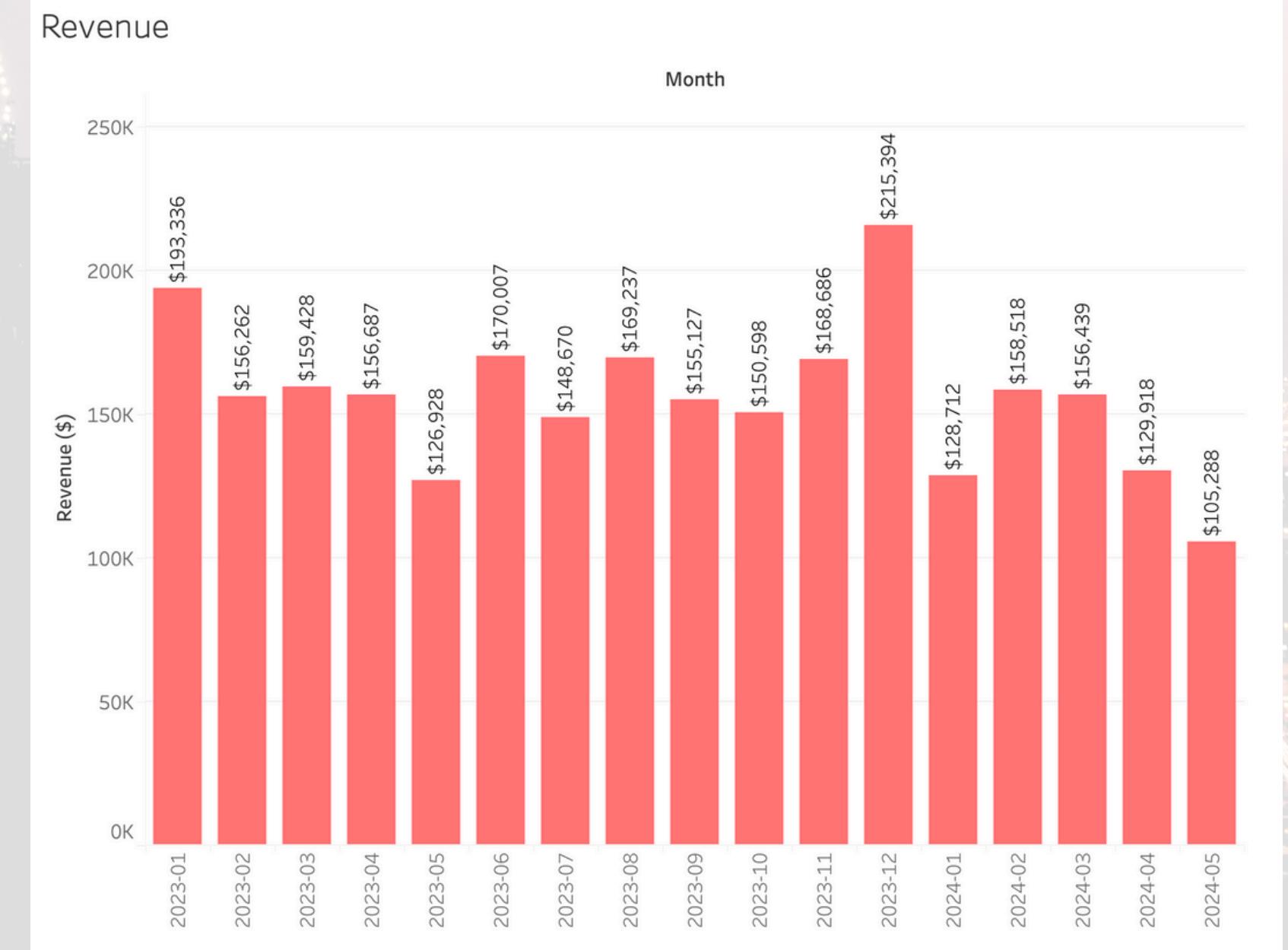


Operating across five major U.S. cities, we **provide data-driven insights to maximize profitability** while ensuring exceptional experiences for both hosts and guests.



INTRODUCTION

In Q1 2024, our client's revenue declined compared to the same period in 2023, raising concerns about profitability and operational efficiency



PROBLEM STATEMENT

- 01** In Q1 2024, our client's revenue declined 18% compared to Q1 2023, likely due to **high maintenance cost**, incorrect **pricing strategies**, and bad **economic condition**
- 02** By analyzing our financial data, marketing data, and economic indicators, we aim to find evidence to support our hypothesis, and deliver actionable strategy to cut cost and aim to **improve client's revenue by 10% in Q3 2024**



METHODS

The Foundations of Our Analysis

Analytic Tools

Tableau

Excel



Data Source

Spreadsheets,

Web APIs,

AI Simulation



Analytic Methods

Regression Analysis

Predictive Modeling

AI simulation for
Pricing-Optimization



KEY FINDINGS

Economic Trend



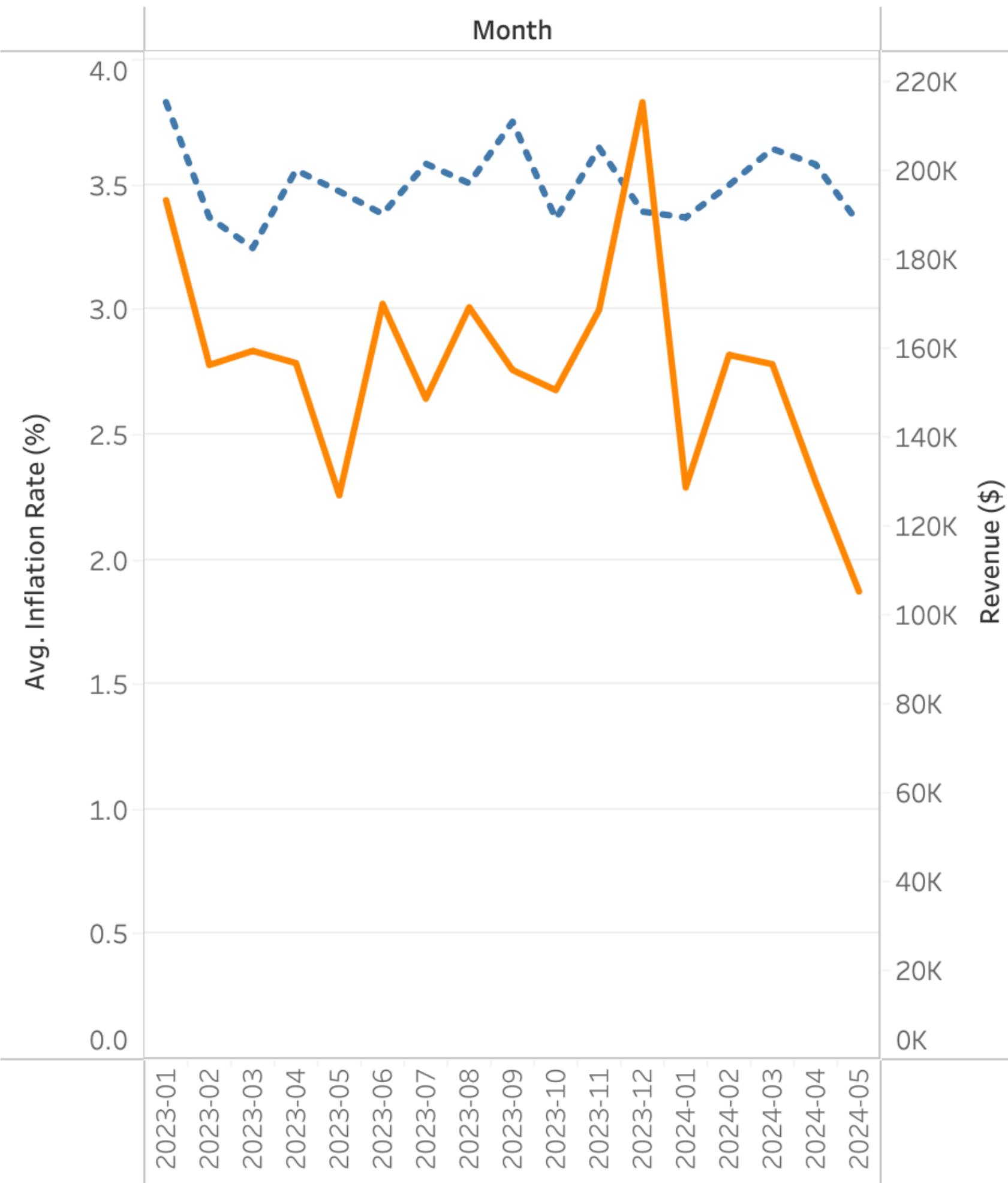
Cost Analysis



Marketing Analysis



Inflation Rate vs. Revenue Growth



Measure Names
Avg. Inflation Rate
Revenue

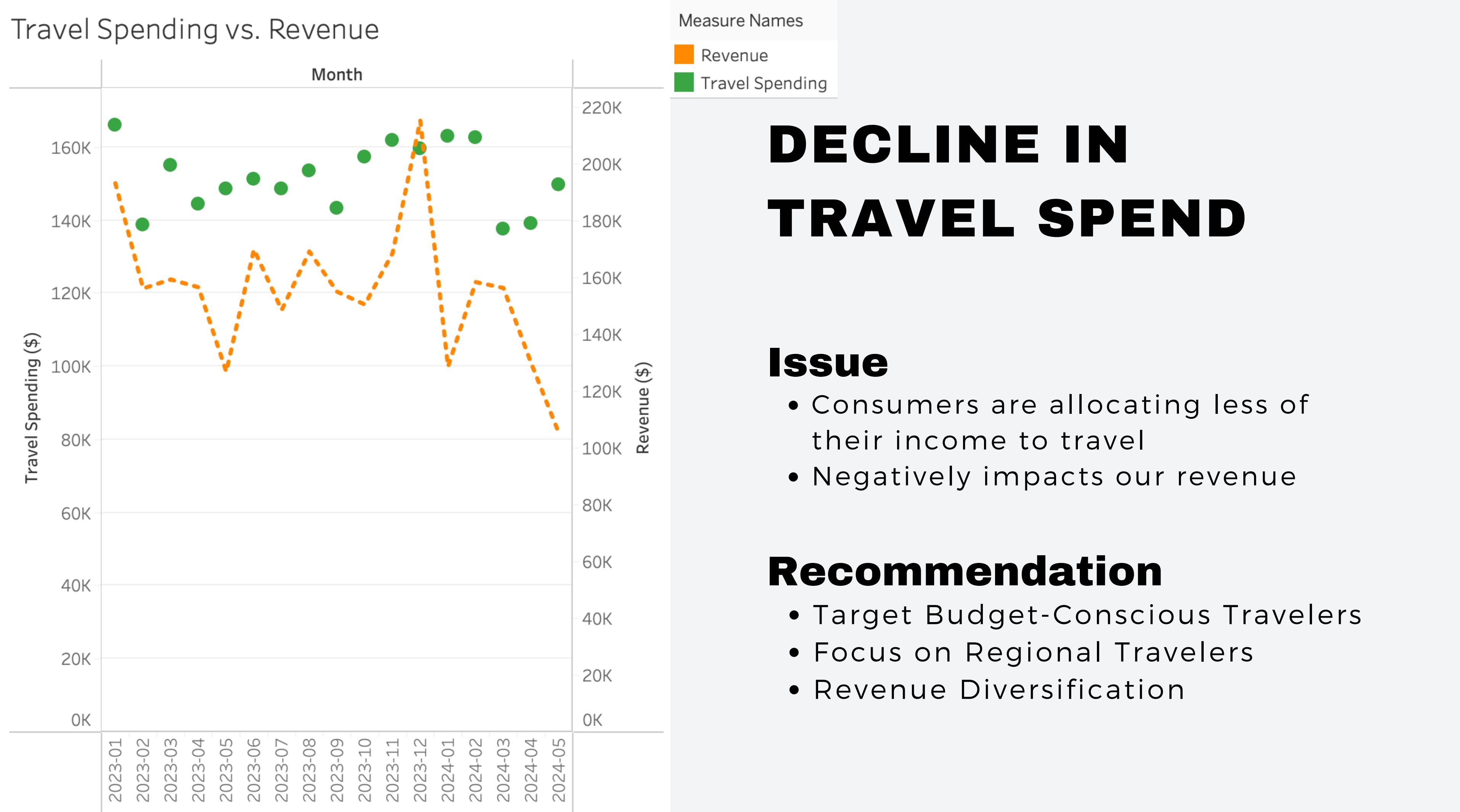
HIGH INFALTION

Issue

- Increased operational costs
- Reduced consumer spending power
- Decreased travel affordability

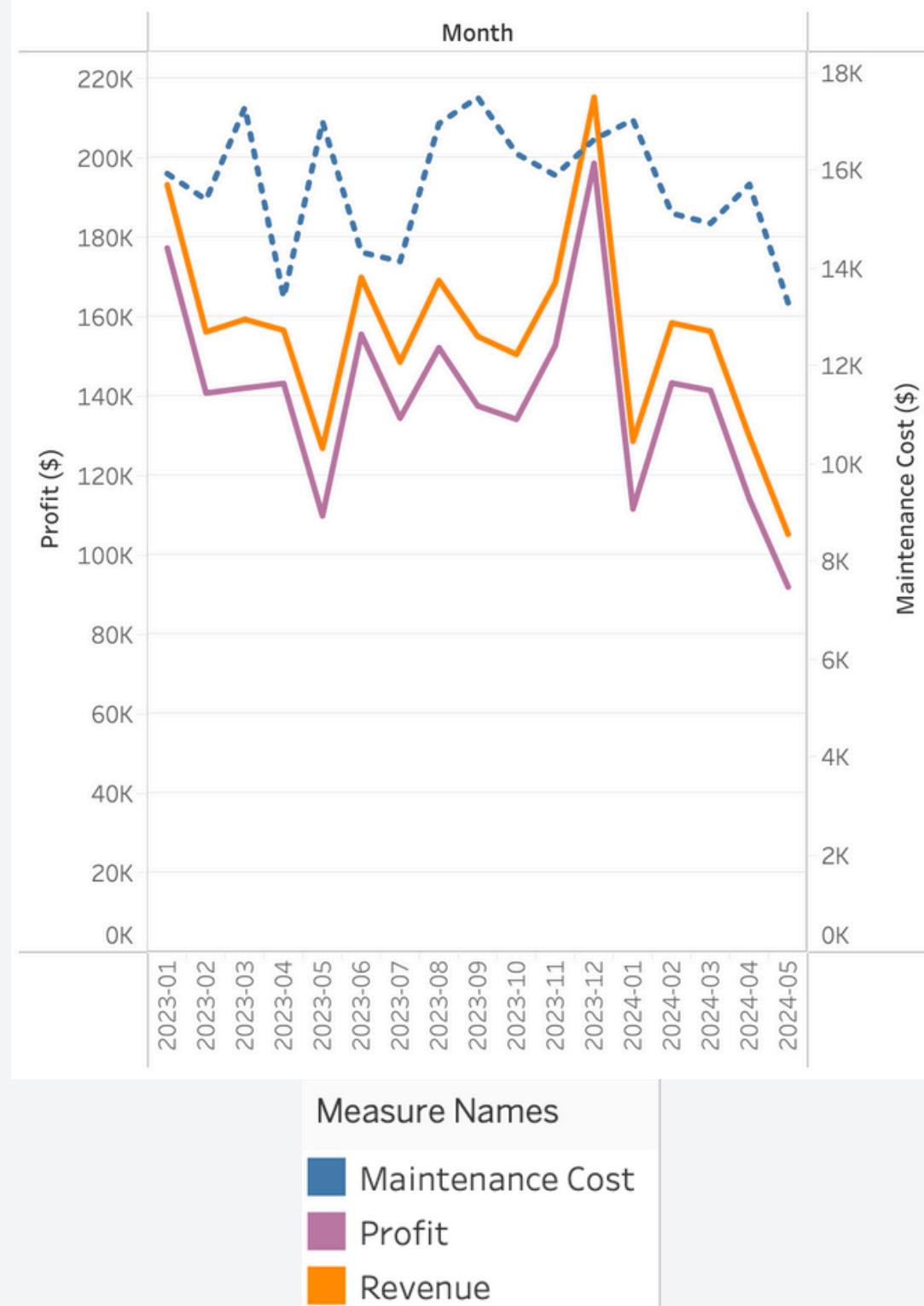
Recommendation

- Introduce dynamic pricing models
- Cost optimization: bulk purchasing for supplies and investing in energy-efficient upgrades.

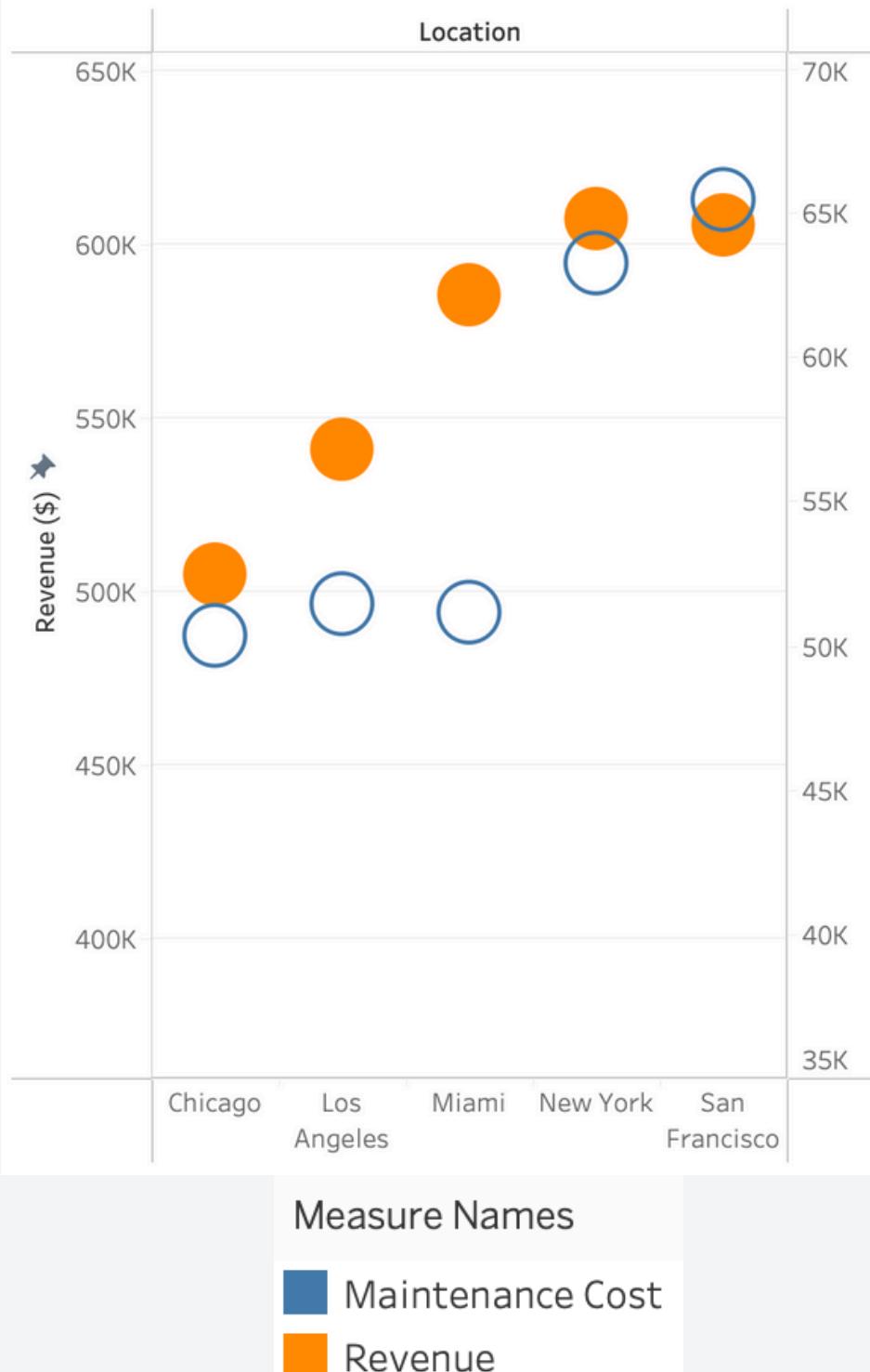


HIGH MAINTENANCE COST

Monthly Profit vs Maintenance Cost



Maintenance Cost vs Revenue across cities



FINDINGS:

- Miami's maintenance cost efficiency
- High maintenance costs align with the lowest profit margins

RECOMMENDATION

- Replicate Miami's Cost Model
- Expand Property Portfolio in Miami

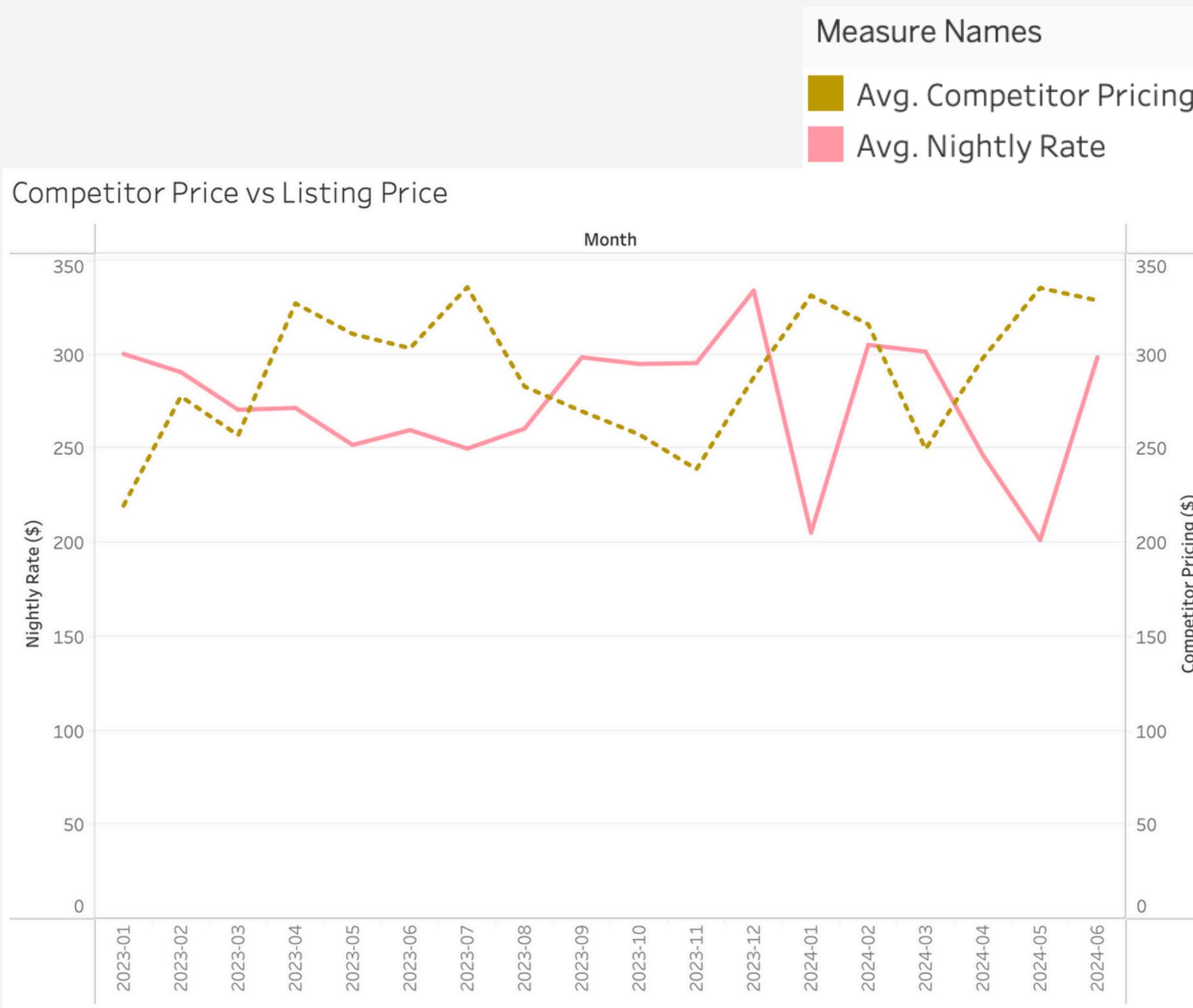
SUBOPTIMAL PRICING SYSTEM

Findings:

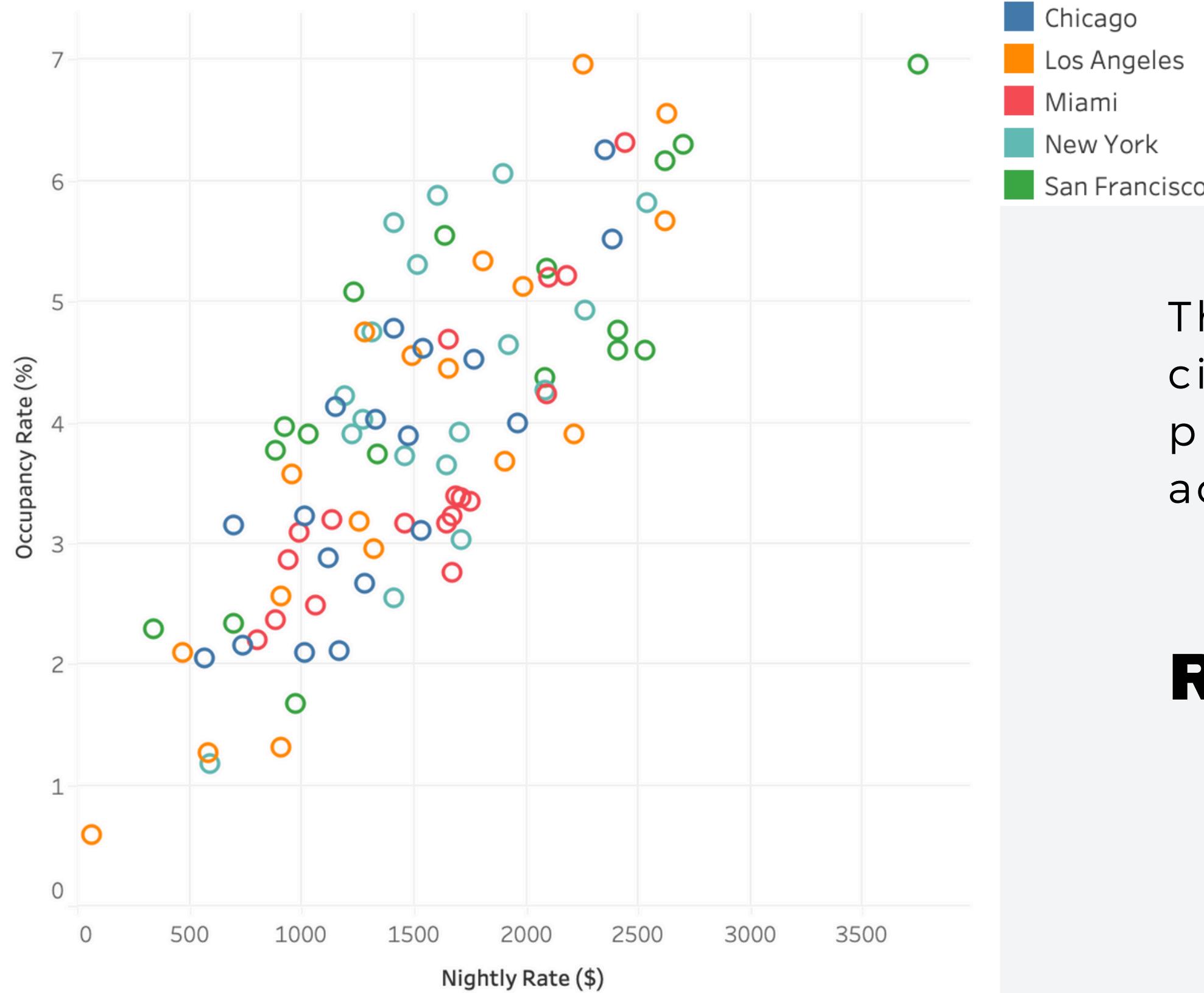
- Our nightly rates stay competitive, matching market trends.
- Competitors are charging higher rates while maintaining strong occupancy levels.

Recommendation

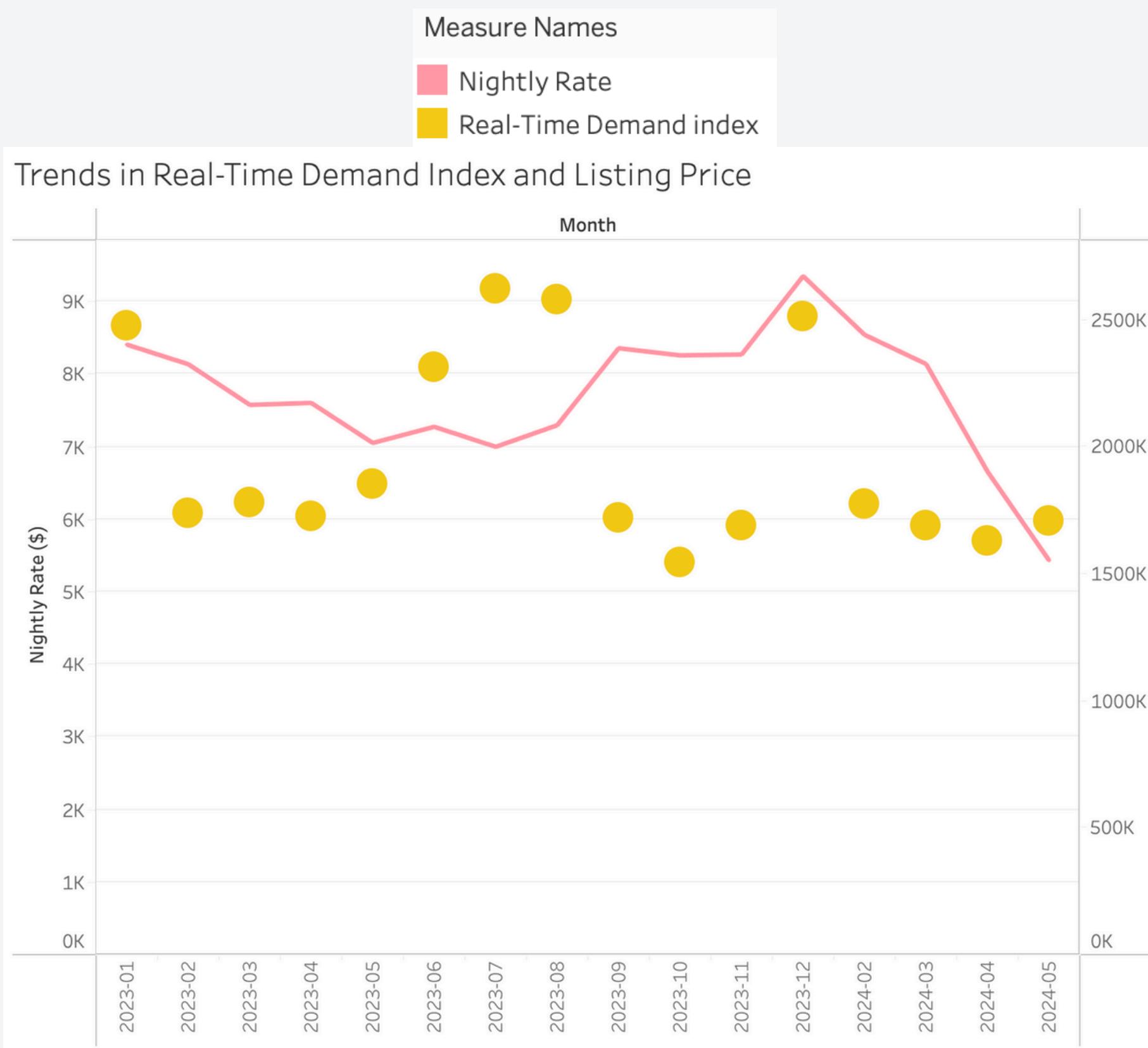
- Increase Perceived Value
- Bundle Package



Nightly Rate and Occupancy Correlation



UNDYNAMIC AND PRICING

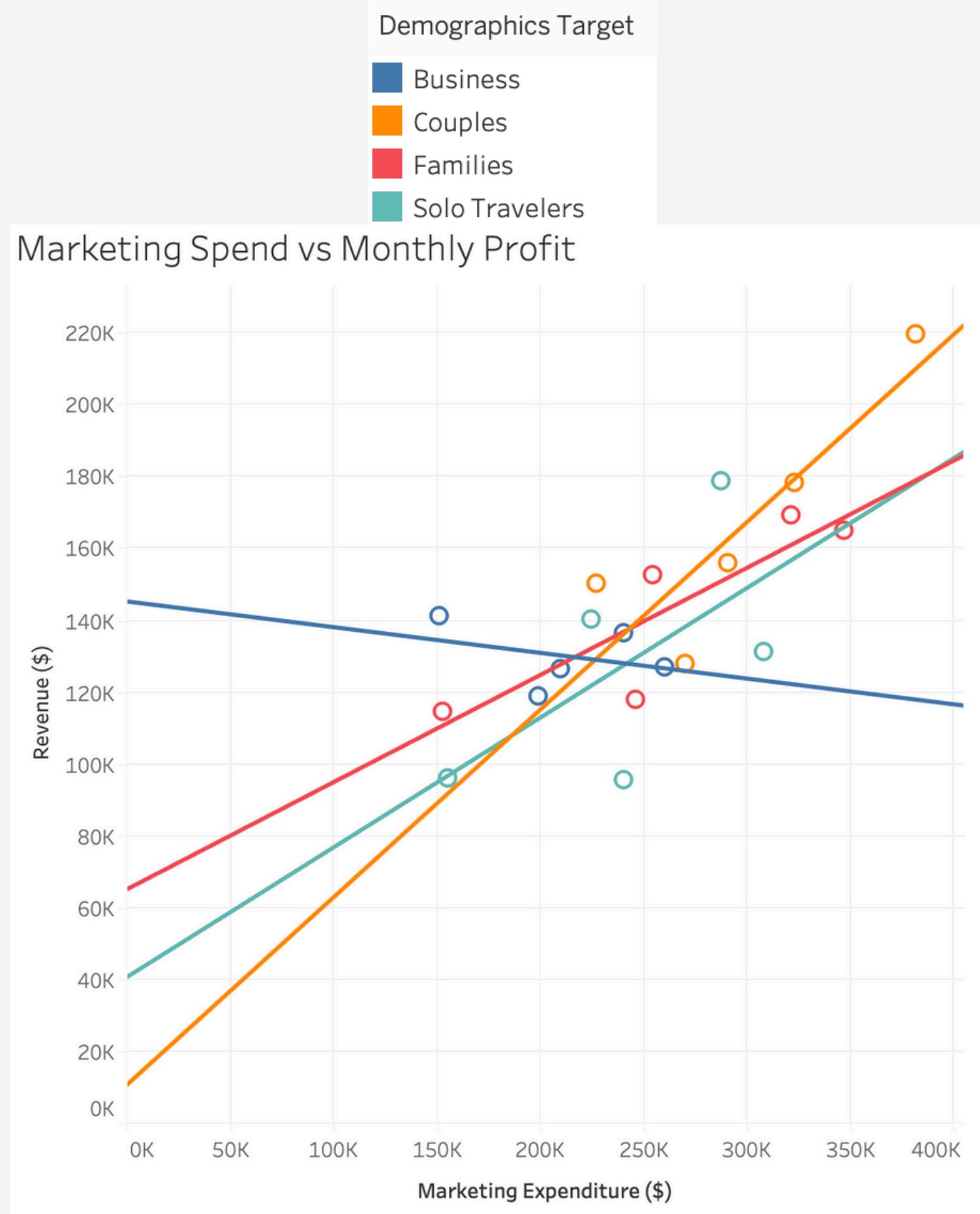


FINDINGS:

- Demand fluctuations but not mirrored by changes in listing price.

RECOMMENDATION

- Dynamic Pricing Algorithms
- Seasonal and Event-Based Adjustments



MISALIGNED TARGET CUSTOMER

Marketing Spend Distribution by Channel



Findings:

- Marketing investment return on business customers is negative

Recommendation

- Rethink Business Customer Strategy
- Redirect Resources to High-Performing Segments

IMPACT & RECOMMENDATION

01

Cut Cost 10%

Leveraging **bulk purchasing** for supplies and **Standardize** our maintenance **processes** to minimize redundancy and streamline resource allocation

02

Increase margin 2 %

Tailored **value-added services** to **increase** perceived **price** without drastically lowering demand.

03

Dynamic pricing

Build a more **active and accurate pricing system**. Ensuring higher prices during periods of increased demand

04

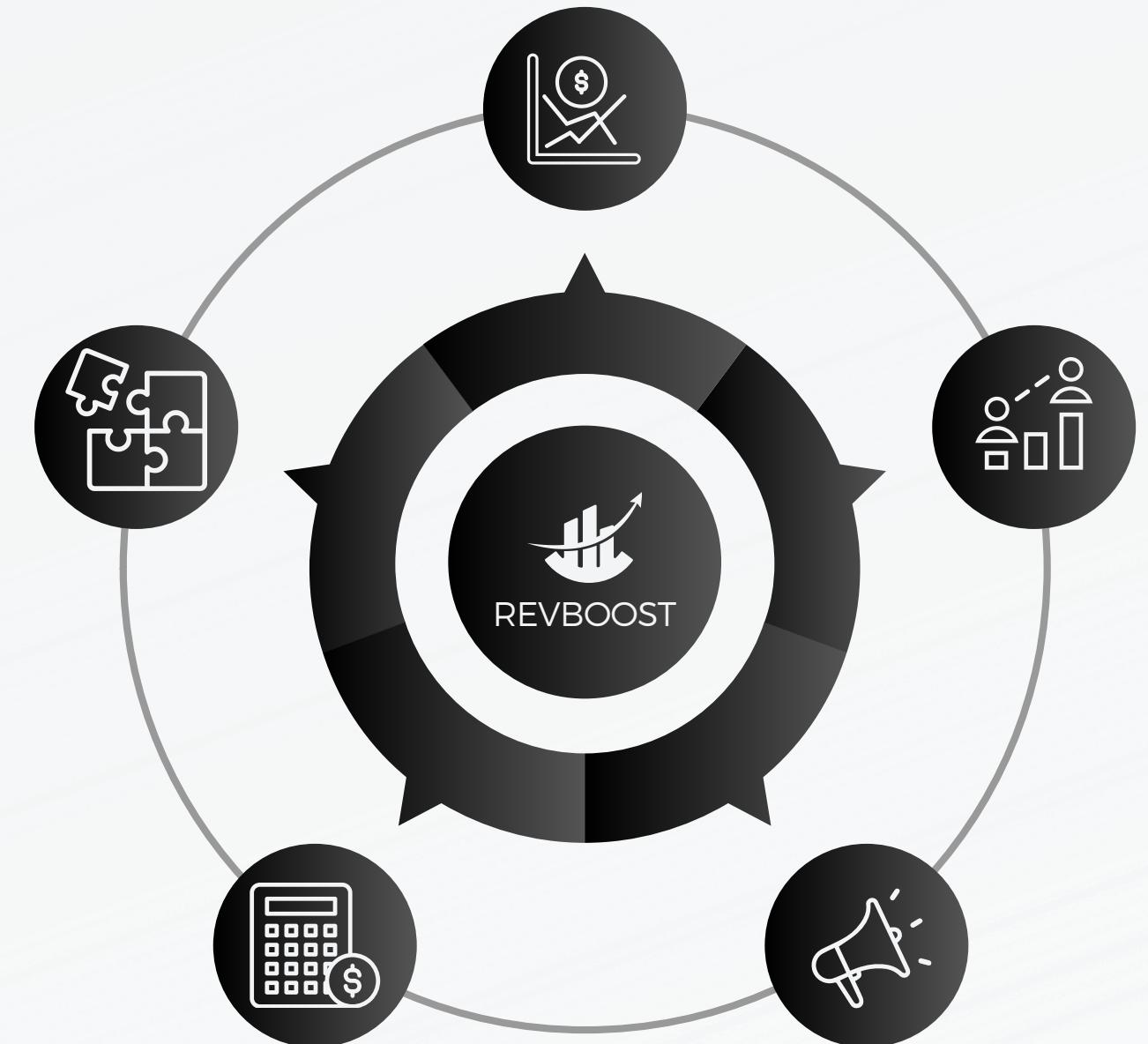
Expand Business in Miami

Expand Property Portfolio in Miami. This includes both **new property acquisitions** and **increased marketing spend**.

05

Revise investment in business customer

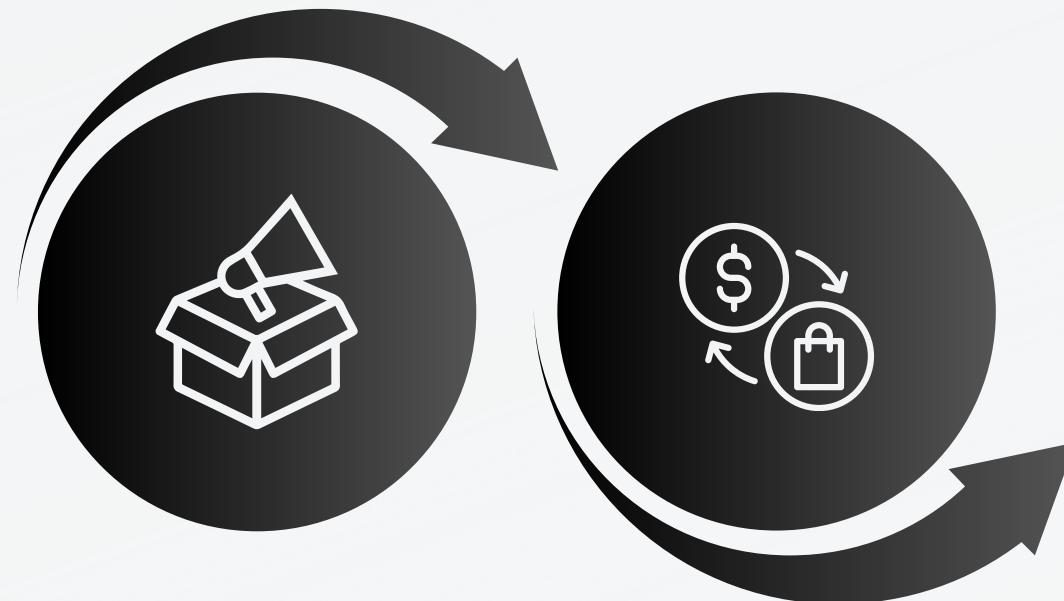
Explore Alternative Channels for **Business Travelers**. **Redirect Resources** to High-Performing Segments



CONCLUSION

Reduced travel spending

Economic uncertainties led to reduced discretionary spending, impacting short-term rental demand.



Inflation impact

Rising operational costs, including maintenance and utilities, reduced profit margins and constrained travel budgets.

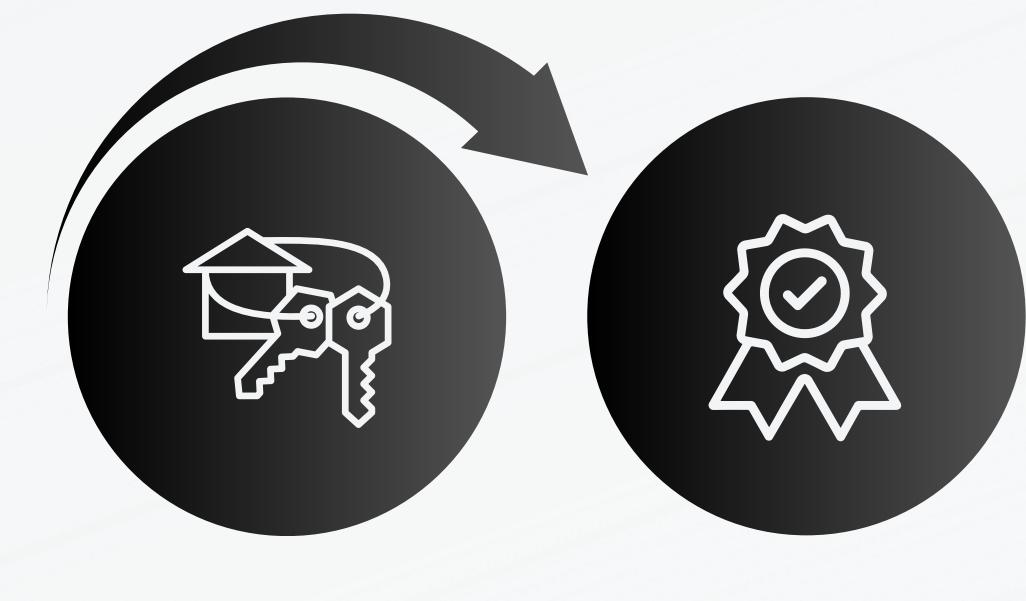
Low pricing System

By keeping prices lower, we're not fully capitalizing on the quality and value our properties offer, especially in high-demand locations



High Maintenance cost

Variations across cities highlighted inefficiencies, disproportionately affecting profitability

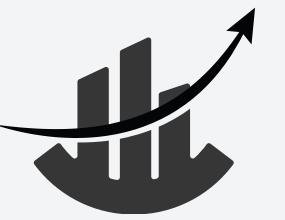


Pricing Misalignment

Misalignment with market demand resulted in missed revenue opportunities.

Marketing ROI

Investments in targeting business customers yielded limited returns



REVBOOST

